IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	I. Bentolila et al.
Serial Number:	10/043,714
Filed:	January 9, 2002
Title:	System, Method, and Software Application for Targeted Advertising via Behavioral Model Clustering, and Preference Programming Based on Behavioral Model Clusters
Examiner:	Nguyen Ba, Hoang Vu A
Art Unit:	2421

Request to Reconsider Denied Power of Attorney

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

1. On August 25 , 2010, the Applicants submitted to the Patent office a PTO/SB/81 form requesting a change in the Power of Attorney to Thomson Licensing S.A.

2. On August 25, 2010, the Applicants also submitted to the Patent Office a Statement under 37 C.F.R. 3.73(b) which referenced a submitted assignment agreement which was executed on November 12, 2009 and December 11, 2009 between Metabyte Networks and Thomson Licensing S.A. A copy of the assignment agreement was submitted to the Patent Office, as well.

3. On September 1, 2010, the Patent Office denied the Power of Attorney as stating that the 37 C.F.R. 3.73(b) form was not received. This is not correct in that the 37 C.F.R. 3.73(b) was submitted on August 25, 2010 (see point 2 above).

Copies of the assignment, PTO/SB/81, and 37 C.F.R. 3.73(b) form being resubmitted with this paper.

In view of these facts, the Applicants request that the Patent Office reconsider the Power of Attorney form and the submitted 37 C.F.R. 3.73(b) form to designate representatives from Thomson Licensing S.A. as having Power of Attorney to prosecute this application.

Respectfully Submitted,

Isaac Bentolila et al.

By: /Joel M. Fogelson/
Joel M. Fogelson
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Patent Operations
P.O. Box 5312
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